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Filling the Gaps at "Prevent Child Injury"

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Filling the Gaps at *Prevent Child Injury*

Abigail Miley

Overview

Introduction of the Site and Supervisor

Background of the Department and Program

Practicum Goals, Purpose & Evaluation

Other Activities

Conclusion

Introduction

- Site: Nationwide Children's Hospital
 - Center for Injury Research and Policy
 - Translational Research Team
- Supervisor: Julie Tritschler
 - Program Coordinator
 - Areas of Expertise: child injury prevention, sexual violence prevention, health communications, program management and program evaluation

Background

- **Center for Injury Research and Policy-** works to reduce injury related pediatric death and disability
 - Founded in 1999 by Dr. Gary Smith
 - Translates injury research to education, advocacy, and advances in clinical care
- **Translational Research Team-** develops and executes outreach to relay information from journal articles that the other teams develop to the public
 - Toolkits, press releases, media such as Facebook live, radio interviews or news interviews

Background

- **Prevent Child Injury-** National program funded by the Centers for Disease Control and Prevention (CDC) to raise awareness of child injury and offer safety strategies
 - **Toolkit-** Major component of communicating various injury prevention topics to a variety of audiences
 - Designed at a low health literacy level

Significance

10 Leading Causes of Injury Deaths by Age Group Highlighting Unintentional Injury Deaths, United States – 2014

Rank	Age Groups										Total
	<1	1-4	5-9	10-14	15-24	25-34	35-44	45-54	55-64	65+	
1	Unintentional Suffocation 991	Unintentional Drowning 388	Unintentional MV Traffic 345	Unintentional MV Traffic 384	Unintentional MV Traffic 6,531	Unintentional Poisoning 9,334	Unintentional Poisoning 9,116	Unintentional Poisoning 11,009	Unintentional Poisoning 7,013	Unintentional Fall 27,044	Unintentional Poisoning 42,032
2	Homicide Unspecified 119	Unintentional MV Traffic 293	Unintentional Drowning 125	Suicide Suffocation 225	Homicide Firearm 3,587	Unintentional MV Traffic 5,856	Unintentional MV Traffic 4,308	Unintentional MV Traffic 5,024	Unintentional MV Traffic 4,554	Unintentional MV Traffic 6,373	Unintentional MV Traffic 33,736
3	Homicide Other Spec., Classifiable 83	Homicide Unspecified 149	Unintentional Fire/Burn 68	Suicide Firearm 174	Unintentional Poisoning 3,492	Homicide Firearm 3,260	Suicide Firearm 2,830	Suicide Firearm 3,953	Suicide Firearm 3,910	Suicide Firearm 5,367	Unintentional Fall 31,959
4	Unintentional MV Traffic 61	Unintentional Suffocation 120	Homicide Firearm 58	Homicide Firearm 115	Suicide Firearm 2,270	Suicide Firearm 2,829	Suicide Suffocation 2,057	Suicide Suffocation 2,321	Unintentional Fall 2,558	Unintentional Unspecified 4,590	Suicide Firearm 21,334
5	Undetermined Suffocation 40	Unintentional Fire/Burn 117	Unintentional Other Land Transport 36	Unintentional Drowning 105	Suicide Suffocation 2,010	Suicide Suffocation 2,402	Homicide Firearm 1,835	Suicide Poisoning 1,795	Suicide Poisoning 1,529	Unintentional Suffocation 3,692	Suicide Suffocation 11,407
6	Unintentional Drowning 29	Unintentional Pedestrian, Other 107	Unintentional Suffocation 34	Unintentional Fire/Burn 49	Unintentional Drowning 507	Suicide Poisoning 800	Suicide Poisoning 1,274	Unintentional Fall 1,340	Suicide Suffocation 1,509	Unintentional Poisoning 1,993	Homicide Firearm 10,945
7	Homicide Suffocation 26	Homicide Other Spec., Classifiable 73	Unintentional Natural/Environment 22	Unintentional Other Land Transport 49	Suicide Poisoning 363	Undetermined Poisoning 575	Undetermined Poisoning 637	Homicide Firearm 1,132	Unintentional Suffocation 698	Adverse Effects 1,554	Suicide Poisoning 6,808
8	Unintentional Natural/Environment 17	Homicide Firearm 47	Unintentional Pedestrian, Other 18	Unintentional Suffocation 33	Homicide Cut/Pierce 314	Homicide Cut/Pierce 430	Unintentional Fall 504	Undetermined Poisoning 820	Undetermined Poisoning 539	Unintentional Fire/Burn 1,151	Unintentional Suffocation 6,580
9	Undetermined Unspecified 16	Unintentional Struck by or Against 38	Unintentional Struck by or Against 16	Unintentional Poisoning 22	Undetermined Poisoning 229	Unintentional Drowning 399	Unintentional Drowning 363	Unintentional Suffocation 452	Homicide Firearm 538	Suicide Poisoning 1,028	Unintentional Unspecified 5,848
10	Unintentional Fire/Burn 15	Unintentional Natural/Environment 35	Unintentional Firearm (fired) 14	Homicide Cut/Pierce 19	Unintentional Other Land Transport 177	Unintentional Fall 285	Homicide Cut/Pierce 313	Unintentional Drowning 442	Unintentional Unspecified 530	Suicide Suffocation 880	Unintentional Drowning 3,406

Data Source: National Center for Health Statistics (NCHS), National Vital Statistics System.
Produced by: National Center for Injury Prevention and Control, CDC using WISQARS™.



Centers for Disease Control and Prevention
National Center for Injury Prevention and Control

Goal 1

- **Goal:** By the end of the practicum experience I will work to create a summer themed (ex: safe amusement park riding) toolkit on child injury prevention.
 - *Purpose:* Practice relaying health information in plain language (connecting public health undergraduate degree) and gain first hand insight into creating a toolkit
 - *Evaluation:* Completed pieces of the toolkit, not the entire toolkit. Pieces include the environmental scan, photo guidelines and document on main messaging.
 - *Challenges:* Supervisor had to finish a grant report, which took away some training time needed. Toolkits have a release due date.

Goal 2

- **Goal:** By the end of the practicum experience, I will complete an analysis of the 22 child injury prevention toolkits located on the Prevent Child Injury website. The content in each toolkit will be examined for consistency and health literacy.
 - *Purpose:* Identify consistency issues, broken links, and missing pieces in order to complete web edits before conducting member recruitment efforts
 - *Evaluation:* Utilized screen shots to mark broken links and consistency errors. Organized a meeting to discuss consistency
 - *Challenges:* Website was difficult to learn in a short period and lack of time

Goal 3

- **Goal:** Using information identified from goals 1 and 2, a toolkit template will be created as an outline on what to include/exclude for toolkits along with the already created timeline.
 - *Purpose:* The outline can be utilized by future interns/employees to maintain consistency and readability of the toolkits
 - *Evaluation:* Template was created from the consistency meeting and the Toolkit Outline was developed as a detailed step by step guide. Evaluation document created to test the document for clarity by summer interns.
 - *Challenges:* Not having first hand experience creating parts of the toolkit (goal 1), made developing parts of the outline more difficult

Goal 4

- **Goal:** During the first half of the practicum experience, I will complete an analysis of members using the Prevent Child Injury Twitter followers and member sign-up list.
 - *Purpose:* Identify active members, update contact information, and give an evaluation assessing the benefits and issues of the toolkits. Evaluate and make edits to enhance a preexisting program
 - *Evaluation:* Started this goal but ended up brainstorming some new ideas going forward
 - *Challenges:* Spent more time to ensure the website looked good before assessing and recruiting members. Different view points on the membership need to be worked out before moving forward

Goal 5

- **Goal:** During the second half of the practicum experience, I will help develop and carry-out a recruitment effort for new Prevent Child Injury members.
 - *Purpose:* Develop recruitment materials, welcome packets, and determine organizations/individuals to reach out to. Expand knowledge on expanding a preexisting program
 - *Evaluation:* Started this goal but ended up brainstorming some new ideas going forward
 - *Challenges:* Spent more time to ensure the website looked good before assessing and recruiting members. Different view points on the membership need to be worked out before moving forward

Goal 6

- **Goal:** I will help develop a yearly timeline for the new prevent child injury program and create program goals.
 - *Purpose:* Develop strategic planning experience
 - *Evaluation:* This ended up being completed before starting my time at the department due to office priorities
 - *Challenges:* None

Evaluation of Goals

- Overall the first three goals took priority over the membership evaluation and recruitment
 - It was important to make sure the website was a polished product to show to new members and current members
 - No one wants to visit a website with the intent to learn about an injury prevention topic then experience broken links, missing pieces and confusing pages due to consistency errors
- Found that all the goals formed together to create one big picture of Prevent Child Injury
- Main challenge was time

Other Activities

- Smaller projects that branched off of the goals
 - Created missing pieces of toolkits
 - Made a quiz for one safety topic
- Website review project
 - Needed to be made to keep up with the constant additions of new research, staff and topics
 - Step by step document about the process of reviewing the departments website
- Professional Development
 - Hospital trainings, webinars and meetings
 - Observed variety of media interviews

Conclusion

- Growth in professional, personal and educational development
- Able to fill in gaps and make sustainable improvements
- Enhanced and learned new professional development skills
- Interested in the departments work and research
- Able to connect public health undergraduate degree and healthcare management education

Questions?

Thank You